

INTEGRATED EXECUTION TOOLS – PITA FORECASTING

PITA

POPULATION

INCIDENCE

TRANSACTIONS

AMOUNT

CAUSAL FORECASTING

- Models impact of Incidence, Transactions & Amount
- Dynamic Analysis based on HouseHold Panel
- Key Brand / Pack Growth Levers
- Consumer Behavior Analysis

	Sprite TM			Fanta TM			Coke TM			Smart		
	2011	2012	2013	2011	2012	2013	2011	2012	2013	2011	2012	2013
P (Population)	1,316,700	1,330,000	1,343,433	1,316,700	1,330,000	1,343,433	1,316,700	1,330,000	1,343,433	1,316,700	1,330,000	1,343,434
(% Δ)	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
I (Incidence)	7.0	6.8	6.4	1.5	1.7	1.9	7.6	6.9	5.2	0.6	0.4	0.3
(Δ)	0.1	(0.2)	(0.4)	0.4	0.3	0.1	0.2	(0.7)	(1.7)	(0.2)	(0.1)	(0.1)
(% Δ)	1.5%	-2.2%	-6.0%	33.7%	17.3%	8.0%	3.1%	-9.5%	-24.2%	-26.0%	-19.7%	-24.0%
T (Transactions)	1.3	1.3	1.2	1.2	1.2	1.0	1.3	1.3	1.3	1.1	1.1	1.2
(Δ)	0.0	(0.0)	(0.0)	0.1	(0.0)	(0.2)	0.0	(0.0)	(0.0)	0.0	0.0	0.0
(% Δ)	0.5%	-1.0%	-2.6%	6.1%	-3.5%	-13.2%	0.4%	-1.4%	-3.2%	0.1%	3.9%	1.3%
A (Amount)	0.2	0.2	0.2	0.0	0.0	0.0	0.2	0.2	0.1	0.0	0.0	0.0
(Δ)	0.01	(0.01)	(0.03)	0.00	0.00	0.00	0.01	(0.03)	(0.07)	(0.00)	(0.00)	(0.00)
(% Δ)	2.9%	-5.2%	-14.0%	44.8%	56.1%	52.0%	4.6%	-15.8%	-42.8%	-54.3%	-30.5%	-47.4%
Vol. (% Impact)	6.1%	-7.3%	-20.4%	107.4%	78.5%	44.1%	9.3%	-24.1%	-57.6%	-65.8%	-41.4%	-59.1%
	Method R ²	Polynomial 0.7526		Method R ²	Polynomial 0.8346		Method R ²	Polynomial 0.8138		Method R ²	Exp Growth 0.9673	

WHY IT IS IMPORTANT

CAUSAL FORECASTING

- Models impact of Incidence, Transactions & Amount
- Dynamic Analysis based on House-Hold Panel

HOW TO APPLY

OPPORTUNITY MAPPING (CAUSAL)

- Key Brand / Pack Growth Levers
- Consumer Behavior Analysis

